

Position Description

POSITION TITLE:	Community and Consumer Engagement Manager
REPORTS TO:	Director, Engagement and Communication
EMPLOYMENT TYPE/STATUS:	FULL TIME
EMPLOYMENT STATUS:	FIXED TERM
CLASSIFICATION:	Level 8
DATE REVIEWED:	July 2021

Team Overview

The Engagement and Communication Team (E&C Team) is responsible for designing, implementing and evaluating state-wide and localised integrated, consumer-led engagement, communications and marketing strategies to increase breast screening participation in eligible Victorians.

The team promotes the BSV program to the Victorian community through promotion and campaigns using external communications channels such as events, digital, media, resources and collateral, and corporate communications.

The team delivers a comprehensive consumer engagement framework that identifies consumer issues that need to be addressed in policy and program design, improvements to BSV services, and ensures the consumer voice is central in decision making, engagement and in promotion.

By partnering with community, the E&C Team listens to local needs, analyses data and explores how BSV can improve the experience and outcome for all clients. Community Engagement and Communications identify opportunities for new strategies, partnerships and approaches to engaging diverse groups and addressing barriers to participation in breast screening.

The team also leads staff engagement and awareness raising through online, print and face-to-face internal communications channels.

Role Objective

The Manager, Community and Consumer Engagement will manage a team working to engage BSV's diverse communities and consumers.

To maximise participation in the BreastScreen Program, the Manager will coordinate the implementation of evidence based recruitment strategies which focus on reaching all women in the target age group (50 – 74 years). A comprehensive approach will include strategies undertaken at national, state and local levels. This approach will include specific strategies that are aimed at encouraging under screened women from Indigenous, culturally and linguistically diverse, LGBTIQ+, rural/remote and lower socioeconomic backgrounds, to participate in the Program.

To ensure clients come first in everything we do, the Manager, will ensure inclusion of consumers to help maintain a clear client focus in the delivery of services to women who participate in the Program. This involvement also ensure that BreastScreen's processes meet the needs and expectations of consumers.

The Manager will also work to further enhance client feedback processes and ensure feedback is used to identify issues of concern and improvements that could be made in the quality of, and accessibility to BreastScreen screening services.

The Manager will work closely with the Communications Manager to develop and deliver collaborative approaches and strategies to support BSV's engagement and communications work. Working together, you will provide clear direction and guidance to team members, outlining their roles and responsibilities, to ensure work is coordinated and effective. Together you will understand the team's program of work for the coming year, and be able to prioritise work accordingly. Jointly you will work together on the team's budgeting and ensure work is resourced appropriately.

Key Responsibilities – Include but not limited to:

	Key Responsibility	KRA	Key outcomes (n/a until appointed)
1	<p>Operational responsibilities</p> <ul style="list-style-type: none"> Lead and manage the development, implementation and evaluating of state-wide recruitment activities as per National Accreditation Standard requirements. Represent BSV in Victorian Cancer Screening Framework working groups including management of monitoring and reporting requirements. Oversight of state-wide screening target achievement including: <ul style="list-style-type: none"> - Participation in the Capacity Steering 		

	Key Responsibility	KRA	Key outcomes (n/a until appointed)
	Committee - Monitoring of Aboriginal Screening target - Monitoring of CALD Target and CALD sub-group targets		
2	Risk Management <ul style="list-style-type: none"> Identify future trends and resources for effective engagement outcomes Anticipate, address, monitor and record issues/risks arising in environment Work within the BSV Risk Management Framework and related reporting requirements. Develop and contribute to Policies and Procedures within business areas and monitor adherence 		
3	Financial and Human Resource Management <ul style="list-style-type: none"> Monitor and deliver engagement functions to budget Monitor use of resources Employee training, development and engagement 		
4	Community Engagement <ul style="list-style-type: none"> Oversee the development and implementation of community engagement and health promotion activities Respond to and action learnings from the marketing and communications interventions to reach diverse communities 		
5	Consumer Engagement <ul style="list-style-type: none"> Oversee the development, implementation and evaluation of BSV's Consumer Engagement Framework Respond to and action learnings from consumers to improve client experience 		

	Key Responsibility	KRA	Key outcomes (n/a until appointed)
5	<p>Client Feedback</p> <ul style="list-style-type: none"> Oversee the management of the Client Feedback Platform including processes to enable the use of client feedback to inform quality improvement. 		
	<p>Diversity and Inclusion</p> <ul style="list-style-type: none"> Identify opportunities for BSV to gather evidence to understand the experience of diverse consumers and clients Lead the Diversity and Inclusion program of work including: <ul style="list-style-type: none"> Participation in the Diversity and Inclusion Committee Management of the Diversity and Inclusion workplan Implement strategies to ensure diverse communities understand the importance of population based breast screening Develop partnerships with organisations to help BSV reach and engage diverse community groups. 		
7	Other duties as directed by Director, Engagement and Communication that contribute to an individual work plan		

Level of Supervision and Independence

Reporting directly to the Director, Engagement and Communication, this role is also responsible for the management and performance of:

- Community Engagement Coordinator
- Consumer Engagement Coordinator
- PHN Project Manager

As a level 8 employee, as per the BSV Enterprise Agreement, this role requires a high level of management and organisational skills, specifically the ability to contribute to the strategic plan of BSV. The incumbent will be required to take a broad, ongoing leadership role as well as work effectively in a team environment at a senior level, with the capacity to lead and support others.

A high level of interpersonal and negotiating skills, excellent communication and the ability to liaise and negotiate with stakeholders at a senior level will be required whilst monitoring resources and balancing competing priorities to achieve results.

Level 8 employees are required to draw on specialist skills and knowledge, and demonstrate the ability to anticipate and assess the impact of change. Furthermore, it is expected that the position will create and foster awareness of the opportunity for change and create an environment conducive to change.

Key Behaviours

BreastScreen Victoria provides positive guidelines around key behaviours and values to ensure the work of all employees is effective, respectful and contributes to the positive culture of our organisation. Adherence to the BSV Performance Behaviours Dictionary, Code of Conduct and other relevant organisational policies and procedures is an ongoing requirement of the role.

Key Selection Criteria

Academic Qualifications	
ESSENTIAL	DESIRABLE
Tertiary qualification in public health, health promotion or related discipline.	Project Management Experience

Technical Abilities & Skills	
ESSENTIAL	DESIRABLE
Demonstrated well-developed level of general health promotion knowledge, expertise and skill with a focus on population screening.	
Demonstrated ability to develop public health promotion and/or behaviour change interventions using relevant evidence base	
Demonstrated ability to provide general health promotion advice to relevant industry partners	
Demonstrated ability to translate research and health promotion theory into strategic and operational interventions	

Personal Abilities & Behaviours	
ESSENTIAL	DESIRABLE
Demonstrated ability to work independently and manage a team to achieve performance targets and deadlines.	
Solutions focused and results oriented	

Relationships

INTERNAL	EXTERNAL
Director, Engagement and Communication	DH - Screening and Cancer Prevention Team
Director, Client Services	BreastScreen Victoria Service Providers
Manager, Communications	Screening Program Partners (VCS, CCV, VACCHO)
Program Managers (9)	National Health Promotion and Communications Network
Engagement and Communication Team	

About BSV

BreastScreen Victoria aims to reduce the impact of a breast cancer diagnosis ensuring women have the best health outcome through early detection. We aim to provide free mammograms to 70% of women aged 50–74 every two years, as they are the group most at risk of developing the disease. However, all women 40+ are eligible to attend.

BreastScreen Victoria is a fully accredited part of BreastScreen Australia, and is jointly funded by the Victorian and Commonwealth Governments.

BreastScreen Victoria is made up three components:



Business coordination unit (BCU)

The BCU is responsible for administering the funding for screening, reading and assessment services.

It is also the central hub for all information, appointment services, communications, recruitment, MSS coordination, and monitoring service levels to implement quality improvements.



Screening service providers

With over 42 permanent screening clinics across Victoria, and 25 sites that are visited every two years by the mobile screening service (MSS), we strive for equality of access for all Victorian women.

Our MSS also visits two Aboriginal cooperatives: Rumbalara and Murray Valley.



Reading and assessment services

BreastScreen Victoria engages with eight reading and assessment centres across the Victoria.

These services read images from multiple sites, including the MSS, and also provide all clinical services from the initial breast screen to any further procedures required to the point of diagnosis.

We are committed to promoting diversity, inclusivity and accessibility within our workplace, and encourage people from diverse communities and backgrounds to apply for roles at BreastScreen Victoria. This includes (but is not limited to): people from culturally and linguistically diverse backgrounds; LGBTI communities; Aboriginal and Torres Strait Islander people; and people living with disability.

Understanding and acceptance of Position Description

Employee Signature: _____ Date: _____

Employee Name: _____

Manager Signature: _____ Date: _____

Manager Name: _____